

# Opportunity scoping

Where can your degree take you?



A sustainable career decision should involve informed choices rather than solely a 'gut feeling' or picking an option by default. It should include a systematic, objective review of career and labour market information.

It is recommended that you research two or three appealing career ideas as we generally make better choices when we weigh up the pros and cons of multiple options. JCU Career Advisors are available to help if required.



[Jobs and Skills Australia](#) provides extensive data, reports and insights into the evolving labour market. The following may be of particular interest:

- [Occupation and Industry Profiles](#) – Provides snapshots of total employment, key demographics, median earnings, tasks, educational attainment and more.
- [Occupational Shortage List](#) – Search for occupations of interest and find out where significant shortages exist across the country. This can help give you an idea of how many opportunities are available and how competitive the jobs market may be.
- [Jobs and Skills Atlas](#) – Take a deeper dive into labour market data based on region, industry, occupation or vocational education and training. Search by occupation to learn about:
  - Annual growth in the workforce and employment projections for the next five years
  - Vacancy rates over the last five years and top regions with vacancies
  - Recruitment insights, including the number of applicants per vacancy
  - Occupational mobility, which can give you an idea of pathways into the occupation and opportunities for promotion and further development once your career is established.



Curious about what JCU students have gone on to do after completing their degree? [JCU Alumni](#) on [LinkedIn](#) is a great way of discovering where your studies could take you. Search by key words and use the filters to search by what JCU graduates do, what they studied and/or where they live. Here are some tips on how to leverage LinkedIn for opportunity scoping:

- Review the profiles of people of interest to discover their graduate positions and stepping stone jobs that have led them to where they are. Use this information to identify:
  - Job titles to search for on online jobs boards.
  - Possible employers to follow on LinkedIn or other social media platforms. Even consider reaching out to these employers with a speculative job application to be considered for upcoming vacancies!
- Rather than just following individuals, when requesting a connection, send a personalised message explaining why you're reaching out. Even consider requesting an [informational interview](#) to learn more.
- Identify the key skills that are important for people in your industry. Consider how you too can develop these skills through your coursework, work experience or other professional learning such as LinkedIn Learning. JCU students can register for a [free LinkedIn Learning account](#).
- Take a look at the interests of people you are following. This could provide further inspiration for groups to join or companies to follow to provide further industry insights.



In addition to searching for internships, virtual experiences, part-time and graduate jobs, [Prosple](#) provides [graduate careers advice](#) across many sectors. Read course-relevant blogs with insider tips for landing a job and succeeding in your chosen pathway, career planning in your sector and top employer profiles.



It's never too early to start looking at jobs through online jobs platforms such as [Seek](#). This can provide insights into:

- The frequency with which opportunities are advertised and when in the year recruitment commences for graduate programs. Some are as early as January or February the year prior to commencement!
- Expected salaries for graduate roles.
- The technical knowledge and skills employers are seeking i.e. the job-specific or industry-specific skills you need to aim to develop through your coursework, internships / work integrated learning, employment, volunteering or other career building activities.
- The transferable skills employers in your area consider essential. This might include communication skills, interpersonal skills, leadership skills, organisational skills, problems solving skills or other generic capabilities that apply across all industries.

For a comprehensive list of online jobs platforms go to our [Navigate Your Job Search](#) resource, as well as our discipline-specific [Career Snapshots](#) for specialised recruitment sites based on your area of study.

Based on this learning, consider how you might evidence these important skills in your future job applications. Reflect on the:

- Strengths you already possess.
- The weaknesses or deficits that you may need to address.

Determine strategies to continue building on your strengths and fill in any gaps you may have prior to graduation.



### Seek expert support from the JCU Careers and Employability Team

For further self-reflection and career exploration ideas, check out our [Course and Career Decision Making Guide](#).

Book your personalised one-on-one appointment for tailored assistance with job seeking, written applications or preparing for interviews through our [CareerHub](#).

